

Great Organ Plays at 10 and 4.25
City Chimes at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4.30

WANAMAKER'S

WEATHER
Showers and Cooler

So Many New Fashions to See; So Much Good Money to Be Saved

It Flies With Its Own Wings Like the Eagle— This Store Does

It was born here and its fathers are still dividing and hard at work teaching it and showing it how to be wise and rise from possibility to reality, higher and higher in strength and power for good.

Its two wings are courage and faith.

Its years thus far have been years of wonder.

The eagle does not spend its time in the swamps and lowlands catching flies.

It travels sunward and looks afar.

Its great, unflinching eyes see the best of the world and reflect the knowledge of it for the benefit of mankind, as seen in this museum of merchandise from every part of the world.

[Signed] *John Wanamaker*

Sept. 17, 1918.

Women's New Serge Dresses Modestly Priced

Hundreds of women are looking for such dresses between the cheap grades and the costly. They want something with good style and well made of good material, but do not wish to buy anything expensive just now.

For them we brought in this group of frocks at \$30 to \$47.50. At present cost of living these are really low-priced.

As you would naturally expect, these dresses are all in the darker colors, chiefly blacks and blues, but some have touches of light color in their trimming. In many instances satin and tricolette are combined with the serge.

Some of the dresses are straight-line models, others have waist-lines.

Pleats are plentiful, box pleats and overstraps, and some of the tunics are profusely pleated. An accordion-pleated coat dress is extremely effective.

Buttons, braids and embroidery are much used for trimming, and there are many large sashes.

Prices \$30 to \$47.50.

(First Floor, Central)

To Get an Idea of the New Silk Blouses Arriving Daily—

you should have a peep at the Waist Shop these days. It is full of all sorts of new fashions and pretty blouses, and to look at the assortment you'd think there wasn't a new suit that couldn't find a pretty blouse to go with it, if its owner came to Wanamaker's!

There are scores of new crepe Georgette waists and ever so many of lustrous crepe de chine, of striped and plaid taffetas, of novelty silks and of satins.

Some are quite simply made, to go with the more tailored suits, others are as dainty and elaborate as a woman wishes.

White, flesh, bisque, navy blue, brown and black.

\$5.50 to \$45.

(Third Floor, Central)

Young Women's Winter Sports Suits Special at \$32.50

We saw the same suits in a New York shop a day or so ago for quite a few dollars more. These come to us at this special price and we doubt if we will have such good suits at this price for some time to come.

They are all of a roughish wool weave and in such good colors as navy blue, purple, brown, tan and green.

Three good models—all well tailored and richly lined. One is a Norfolk style with belt, the second has a semifitted back, and the third is a short-waisted model trimmed with buttons.

Just such suits as young women and girls want for school and business and sports wear.

14 to 20 year sizes.

(Second Floor, Chestnut)

Of Good, Plain Handkerchiefs a Wonderful Supply

Many trips to Ireland, personal buying and close touch with the manufacturers mean that we have been able to keep boxes full and shelves well stocked with pure linen handkerchiefs despite the scarcity of flax.

Nowadays many people find the plain hemstitched handkerchiefs the most practical for their needs, and of these we have an excellent assortment.

For women there are two good qualities for general use—the handkerchiefs snowy and fresh and daintily made with narrow hems. \$1.50 and \$1.80 a dozen. It's easy to keep plenty on hand at these prices!

For men two good qualities—\$3 and \$4.20 dozen. And these are well made and spotlessly fresh.

(Main Floor, West Aisle)

Women's Low-Priced Gloves

Of fine quality and durability are these of washable caspikin, flat stitched on the back, pique sewn and with one clasp. Mahogany or ivory, \$1.85. At \$2 is a fine kidskin glove, overseam sewn, with Paris point stitching on the back. Tan, brown, gray, black with white stitching and white with black stitching.

Coming in Daily, the New Fall Silks

Rich, bright and beautiful

(First Floor, Chestnut)

OPTIMISTIC PARIS REFLECTS HER OPTIMISM IN THE GAY AND LOVELY NEW WINTER MILLINERY

BRIGHTER, gayer than they have been for a long time are the new hats, for Paris herself is in a gayer, more buoyant mood and the new hats faithfully reflect the mood.

Such lovely hats there is not one that some woman would not rejoice to possess. They are wearable, every one. And the most original and artistic modistes in Paris and America have created them. From Paris come hats from

Marcelle DeMay
11 Rue Royale, Paris

who has sent an exclusive collection of chapeaux designed expressly for the Wanamaker Salons. Distinctly beautiful they are, and not to be duplicated elsewhere in America.

And other hats, too, from

Jeanne Lanvin
Lewis
Marie Louise
Marie Lancret

Suzanne Talbot
Maria Guy
Evelyn Varon
Georgette

all of which have interesting fashion newnesses to show you.

Hats of duvetyne are extremely new, but there are rich and beautiful hats of tinsel and brocade, of beautiful hand embroidered silks and of hatter's plush.

The reddish brown that is called just what you'd expect, rust color, is one of the new shades, and there are new blues, deep purples, many browns and glowing reds.

You will find many flowers, even more feathers, fringed ribbons which are almost fur-like, chenille embroideries, beads and colorful fruits, all used for trimming.

But seeing is far more interesting than reading of the new hats, and these are Opening Days in the Millinery Salons this week!

(Second Floor, Chestnut)

Leather and Other Fine Motor Coats for Women

For women who drive their own cars and are out in all sorts of weather, for the many women doing war work—these new motor coats are of particular interest.

They are of the sturdiest fabrics—leather and heavy gabardines—and will give excellent service in all weathers. Most of them are water and wind proof.

One of the newest and most interesting models is of leather—a reversible coat, with a gabardine lining that looks perfectly well when worn outside. It is \$75.

Another fine leather coat, smart of cut, with belt and satine lining, is \$67.50.

A suede leather coat with French silk lining, an attractive pocketed affair that may also be reversed, is \$65.

Very practical is the wool gabardine coat with belt, metal loops and pockets. \$47.50.

Another gabardine coat, with double pockets, button flap, buckles on the sleeve—strictly waterproof, too, is \$35.

Finest of the leather coats is one with a roll collar of otter. It is made with pockets, cut over a smart pattern and is \$125; another style, without fur, belted, is \$75.

Gabardine coat with detachable fleecy lining—a coat copied from those worn by the English officers and very good looking, is \$57.50.

Leather vestee to be worn under heavy coats, lined with suede cloth and finished with satin sleeves, \$20.

(First Floor, Central)



Military Notes

We have a new importation of Sam Browne belts of fine leather to sell at \$8.

Bedford cord breeches are worn almost entirely by the French and British officers. They are correct with any blouse, outwear any other cloth and hold their lines under the heaviest service. They are regulation khaki color and are priced at \$20.

A good soldier should be the last word in neatness, and if he wears spiral puttees he should see that they are the Fox non-fray kind. These wrap smoothly and have no little frayed edges and strings. \$4.50 a pair.

Fleece-lined leather moccasins are luxurious things to slip tired feet into after a hard march, and they are excellent to wear inside field boots in bitter weather. \$2 a pair.

(The Military Shop, The Gallery, Chestnut)

Men's Redleaf Caps Are Here From London

In a handsome range of tweeds, homespun and black and white checks.

Made up in one-piece tops and golf shapes.

Prices \$2.50 and \$3—and nowhere else in Philadelphia.

(Main Floor, Market)

Exquisite Perfume Bottles

Each one is a work of art, and will add a new grace to the dressing table. Some are of cut glass, with beautifully colored enameled tops, and others are of Byzantine glass, with its rich gold luster set off by the bright enameled top. \$5 to \$21.

(Main Floor, Chestnut)

Bath Room Furnishings at Average Reductions of One-Third

You can get any desirable bathroom requisite while the quantities remain, from a robe hook at 28c to a fine mirror at \$13.50. Porcelain-covered mirrors, \$11 and \$13.50. Enameled framed mirrors, \$7 to \$10.75. Porcelain-covered medicine cabinets, glass shelves, mirror door, \$20.

Porcelain-covered bath stools, rubber feet, \$5. Enameled-covered bathtub seats, \$3.

White enameled stools, \$2.15 and \$3.10. Shoe-polishing boxes, \$2 and \$7.25. Clothes trees, \$2.25.

Medicine cabinets, \$5, \$5.50 and \$7.

Other porcelain-covered bathroom requisites—soap dishes, sponge holders, towel bars, towel racks, glass shelves, tumbler holders, paper holders, towel arms, toothbrush holders, etc.

(Fourth Floor, Central and Market)

Women's Colored Suitcase Umbrellas— The Last Word in Rainy Day Fashions

They fold into a 15-inch bag and have the short thick handles that are so smart. We have seen to it that these are firm umbrellas and when put together will not have that shaky feeling. They are of cotton with plain wooden handles, or silk with bakelite handles, and come in all the popular colors. \$3.50 to \$10.

(Main Floor, Market)



Will Your Home Be Tongue-Tied When Victory Comes?

For it is coming—any one can see that.

Even the Kaiser sees it.

Almost every day brings glad news—often glorious news. All through the land patriotic people are celebrating and most of them are celebrating with music.

Must you remain silent as the stirring bulletins arrive—

Or Will You Have a Piano?

The world never had so much need of music. Nor such splendid means of providing it.

In addition to the piano there is now the player-piano and the reproducing piano, for the thousands that cannot play by hand. Among the best of these are the

Chickering
Schomacker
Emerson
Lindeman

Knabe
Haines Bros.
Marshall & Wendell
J. C. Campbell

A famous octave that can be found in the Wanamaker Store only in Philadelphia.

AND PLEASE BEAR IN MIND that the demand for pianos this year is very unusual and the supply is becoming uncertain. The output has been greatly curtailed already and probably will be more so. It is more than ever necessary to exercise caution in the selection of a piano.

You may choose any of the makes named above with perfect confidence, and you may buy any instrument on convenient terms.

(Egyptian Hall, Second Floor)



You Save One-Third by Buying a Dinner Set Now

In other words, putting off the buying until next month means paying 33 1-3 per cent extra.

Our September China Sale offers a full selection of French, English and American sets beginning at \$13.50 for the American make and going up to \$175 for the superb French sets decorated with encrusted gold.

This is a good time to remember that every Wanamaker dinner set is a standard set in the number, character and grade of pieces, a complete set for twelve people, a set comprising four sizes of plates, four vegetable dishes and at least three meat dishes.

(Fourth Floor, Chestnut)

Some Fine New Carpets "Outer China"

There are different kinds of Chinese carpets, as there are different kinds of other things. These are Chinese carpets of a better than usual kind.

They are in colors rich and glowing—golden brown, burnt orange, lustrous tan, peach and delicate pink, with decorations of flowers and curious figures all-over and in combination with medallion centers.

Wide borders in contrasting shades, notably in deep shades, with plenty of figure and floral decorations, give emphasis to the appeal of each piece.

Sizes average about 9 x 12 feet.

Prices from \$275 to \$450.

(Seventh Floor, Chestnut)

Rag Rugs in Patterns for Fall and Winter Use

Rag rugs have graduated from the class of strictly summer rugs and now are used by many people all the year round. Because they are durable, inexpensive and come in designs suitable for any room.

Here are some new rag rugs in hit-or-miss effects, with band borders and plain centers with floral borders.

27 x 54 in., \$1.65 and \$1.90. 6 x 9 ft., \$8.25 and \$9.50.
3 x 6 ft., \$2.75 and \$3. 7.6 x 10.6 ft., \$11.50, \$13.50,
9 x 12 ft., \$15.50 and \$17.50.

Bath Rugs

36 x 72 in., \$5.50, \$5.75 and \$9.
30 x 60 in., \$4.25, \$4.75 and \$8.75.
27 x 54 in., \$3.25, \$3.75 and \$4.50.

(Seventh Floor, Chestnut)

Best to Buy Blankets Now

Assortments now are full and ample, but the prospects of replenishing them are not good.

Our stocks include every good kind of blanket with wool in it that anybody with sense can desire.

Our prices are as low as good kinds can be sold for. We have 31 different kinds of wool and part wool white blankets, at \$7 to \$45 a pair, and all are fresh, new goods, the best to be had for the prices in Philadelphia.

We have seven kinds of gray blankets with wool in them at \$7.50 to \$18 a pair. We mention these wool blankets in particular because the warmth of a blanket is in the wool and the test of a blanket store is the kind of woolen blankets it sells.

These of ours are warranted to stand the test in weight, size, grade and warmth against any similarly priced blankets in Philadelphia.

But don't forget—now is the time to buy!

(Sixth Floor, Central)